

**ORDER**

KSNV

**Orders**  
**Order / Rev:** 105002  
**Alt Order #:** 06837952  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1536  
**Flight Dates:** 09/04/12 - 09/10/12  
**Original Date / Rev:** 08/01/12 / 09/07/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama for America *Revised*  
**Demographic:** A35+  
**Product Codes:** PLC01-Democrat  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	99	\$41,650.00	\$35,402.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	99	\$41,650.00	\$35,402.50	0.00
<b>Totals</b>	<b>99</b>	<b>\$41,650.00</b>	<b>\$35,402.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$41,650.00
Market	100%	\$138,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$36,096.67
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$26,378.33
KTUD	1%	\$1,388.33
KVVU	20%	\$27,766.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$5,553.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/04/12	09/10/12	M-F 5-6a WakeUp w/WagM	5-6a		MT-T---	:30	3	\$185.002		0.00	NM	3	\$555.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MT-T---			3			\$185.00		0.00			

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/04/12	09/10/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-T---	:30	3	\$185.00	2	0.00	NM	3	\$555.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MT-T---					3	\$185.00		0.00			
E 2	KSNV	09/04/12	09/10/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	4	\$450.00	2	0.00	NM	4	\$1,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					4	\$450.00		0.00			
E 3	KSNV	09/04/12	09/10/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$550.00	2	0.00	NM	5	\$2,750.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					5	\$550.00		0.00			
E 4	KSNV	09/08/12	09/08/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$125.00	4	0.00	NM	1	\$125.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$125.00		0.00			
E 5	KSNV	09/08/12	09/08/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$150.00	4	0.00	NM	1	\$150.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$150.00		0.00			
E 7	KSNV	09/09/12	09/09/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$150.00	4	0.00	NM	1	\$150.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$150.00		0.00			
E 8	KSNV	09/09/12	09/09/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$1,300.00	3	0.00	NM	1	\$1,300.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$1,300.00		0.00			
E 10	KSNV	09/09/12	09/09/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$135.00	4	0.00	NM	1	\$135.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$135.00		0.00			
E 11	KSNV	09/04/12	09/10/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	5	\$200.00	2	0.00	NM	5	\$1,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					5	\$200.00		0.00			
E 12	KSNV	09/04/12	09/10/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	M-WT---	:30	3	\$200.00	2	0.00	NM	3	\$600.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	M-WT---					3	\$200.00		0.00			
E 13	KSNV	09/04/12	09/10/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	5	\$200.00	2	0.00	NM	5	\$1,000.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					5	\$200.00		0.00			
E 14	KSNV	09/04/12	09/10/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					4	\$175.00		0.00			
E 15	KSNV	09/04/12	09/10/12		CM	1230-1p	MTWTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Agenda 1230pm															
The Agenda 1230pm															
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					4	\$100.00		0.00			
E 16	KSNV	09/04/12	09/10/12	Days of our Lives	CM	1258p-2pm	MTWTF--	:30	5	\$200.00	3	0.00	NM	5	\$1,000.00
Days of our Lives															
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					5	\$200.00		0.00			
E 17	KSNV	09/04/12	09/10/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	4	\$85.00	4	0.00	NM	4	\$340.00
The Doctors															
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					4	\$85.00		0.00			
E 18	KSNV	09/04/12	09/10/12	Dr. Phil	CM	3-4p	MTWTF--	:30	4	\$150.00	4	0.00	NM	4	\$600.00
Dr Phil															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					4	\$150.00		0.00			
E 19	KSNV	09/04/12	09/10/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	5	\$225.00	3	0.00	NM	5	\$1,125.00
4PM NEWS (1 hour)															
(4:00 PM-4:30 PM)															
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					5	\$225.00		0.00			
E 20	KSNV	09/04/12	09/10/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
4PM NEWS (1 hour)															
(4:30 PM-5:00 PM)															
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MT-TF--					4	\$300.00		0.00			
E 21	KSNV	09/04/12	09/10/12	M-F Early News	CM	5-630p	MTWTF--	:30	5	\$375.00	3	0.00	NM	5	\$1,875.00
M-F Early News															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MT-TF--					5	\$375.00		0.00			
E 22	KSNV	09/08/12	09/08/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$150.00	4	0.00	NM	1	\$150.00
Sa-Su Early News															
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$150.00		0.00			
E 24	KSNV	09/04/12	09/10/12	M-F Jeopardy	CM	630-7pm	M---F--	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
M-F Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	M---F--					2	\$725.00		0.00			
E 28	KSNV	09/08/12	09/08/12	Wknd Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$150.00	4	0.00	NM	1	\$150.00
SAT/ Wheel of Fortune															
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$150.00		0.00			
E 30	KSNV	09/10/12	09/10/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$1,500.00	3	0.00	NM	1	\$1,500.00
Monday Prime 8-10pm															
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$1,500.00		0.00			
E 31	KSNV	09/05/12	09/05/12	NFL Football	CM	1P-9PM	--W----	:30	1	\$4,000.00	4	0.00	NM	1	\$4,000.00
NFL Football															
NFL OPENING GAME DALLAS @ NY GIANT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$4,000.00		0.00			
E 32	KSNV	09/08/12	09/08/12		CM	9-10pm	-----S-	:30	1	\$350.00	4	0.00	NM	1	\$350.00

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat PR 9-10p Saturday Prime 9-10pm															
CRIMETIME ENCORE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1			\$350.00			0.00			
E 33	KSNV	09/09/12	09/09/12	NFL Pre-Game / FNA NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$600.00	4	0.00	NM	1	\$600.00
FOOTBALL NIGHT IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1			\$600.00			0.00			
E 34	KSNV	09/09/12	09/09/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.00	4	0.00	NM	1	\$4,000.00
SUN NT FB: PIT @ DEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1			\$4,000.00			0.00			
E 36	KSNV	09/04/12	09/10/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$400.00	3	0.00	NM	5	\$2,000.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		5			\$400.00			0.00			
E 39	KSNV	09/04/12	09/10/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	5	\$250.00	2	0.00	NM	5	\$1,250.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		5			\$250.00			0.00			
E 40	KSNV	09/04/12	09/10/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	5	\$100.00	2	0.00	NM	5	\$500.00
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		5			\$100.00			0.00			
E 41	KSNV	09/08/12	09/08/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$400.00	4	0.00	NM	1	\$400.00
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1			\$400.00			0.00			
N 42	KSNV	09/05/12	09/06/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p / SUN--WT---		:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	--WT---		2			\$725.00			0.00			
N 57	KSNV	09/08/12	09/08/12	Sat PR 10-11p Saturday Prime 10-11pm	CM	10-11pm	-----S-	:30	1	\$500.00	4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1			\$500.00			0.00			
N 58	KSNV	09/09/12	09/09/12	Dateline AN Dateline NBC AN	CM	12-3am	-----S	:30	1	\$45.00	3	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1			\$45.00			0.00			
N 60	KSNV	09/05/12	09/06/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	--WT---	:30	3	\$50.00	3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WT---		3			\$50.00			0.00			
N 61	KSNV	09/05/12	09/05/12	NFL Football NFL Football	CM	1P-9PM	--W----	:30	1	\$6,000.00	3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1			\$6,000.00			0.00			
N 62	KSNV	09/09/12	09/09/12	LAW & ORDER (synd) PM Law & Order (synd) PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$350.00	4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1			\$350.00			0.00			

